

## Claims

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[c1]

A display rack comprising:

a first unit having a plurality of first upright support members, said first unit being adaptable to rest upon a supporting floor surface;

a second unit having a plurality of second upright support members, said second unit being adaptable to be supported by said first unit in an elevated position superimposed on said first unit;

connectors cooperating with at least some of said first and second upright support members for removably attaching said second unit to said first unit; and

a plurality of shelf members associated with said first and second units, at least one shelf member being carried by said first unit and at least one shelf member being carried by said second unit.

[c2]

The display rack as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said first upright support members and a plurality of receiving sockets associated with at least some of said second upright support members, each of said stakes being insertably receivable within a corresponding socket when said second unit is supported by said first unit.

[c3]

The display rack as set forth in claim 1 wherein said connectors include a plurality of stakes associated with at least some of said second upright support members and a plurality of receiving sockets associated with at least some of said first upright support members, each of said stakes being insertably receivable within a corresponding socket when said second unit is supported by said first unit.

[c4]

The display rack as set forth in claim 1 including a header assembly for displaying indicia thereon, said header assembly including a plurality of connector members, said connector members being cooperatively engageable with at least some of said second upright support members for removably supporting said header assembly on top of said second unit.

[c5]

The display rack as set forth in claim 4 wherein the connector members

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associated with said header assembly include a plurality of sockets, said sockets being adaptable for receiving a corresponding stake associated with one end portion of at least some of said second upright support members.

[c6] The display rack as set forth in claim 4 wherein said header assembly includes at least one display panel removably mountable thereto, said display panel having indicia thereon.

[c7] The display rack as set forth in claim 1 wherein at least one of said plurality of shelf members includes a product organizer member which defines a plurality of product receiving channels associated with said shelf member, said product organizer member forming a product retention opening at the front of each product channel, said product retention openings having a dimension less than the width of a product container positioned within each respective product channel. } 1/2

[c8] The display rack as set forth in claim 1 wherein at least some of said plurality of shelf members include first and second members, said first member including a product support surface and said second member including spaced wire members forming guide rails for guiding products positioned therebetween, said second member being removably attachable to said first member.

[c9] The display rack as set forth in claim 1 wherein said display rack includes opposed front and rear portions and opposed side portions, said plurality of shelf members associated with said first and second units being positioned so as to present products in a front-to-rear orientation, said display rack further including a plurality of side shelf members removably attachable to at least some of said plurality of first and second upright support members, said side shelf members being attachable to the side portion of said display rack and presenting products in a side-to-side orientation.

[c10] The display rack as set forth in claim 9 wherein at least one of said side shelf members is removably attachable in a cantilever manner.

[c11] The display rack as set forth in claim 1 wherein said first unit includes brace members secured to and extending by and between said first upright support

members associated with the rear portion thereof to reduce side-to-side flexing of said display rack.

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[c12]

A display rack comprising:  
a plurality of subassemblies, each subassembly including a plurality of upright support members, each subassembly being stackably attachable to another one of said plurality of subassemblies;  
each of said upright support members associated with each of said subassemblies having opposed end portions, one end portion of each of said upright support members including a stake member and the opposite end portion of each of said upright support members including a socket, the stake members associated with the upright support members of one of said subassemblies being cooperatively receivable within the sockets associated with the upright support members of another one of said subassemblies; and  
a plurality of shelf members associated with each of said subassemblies, each of said shelf members being removably attachable to the corresponding upright support members associated with each of said subassemblies, said shelf members being attachable in either a gravity feed orientation or a substantially flat horizontal orientation.

[c13]

The display rack as set forth in claim 12 wherein each of said plurality of shelf members includes a product organizer member removably attachable thereto, said product organizer member including a plurality of wire members, at least some of said wire members defining product receiving channels for guiding products therebetween, at least some of said wire members defining a product retention gate opening at the front of each product channel, each gate opening being dimensioned so as to hold product containers within the corresponding product channel when said shelf members are oriented in a gravity feed orientation.

[c14]

The display rack as set forth in claim 12 including a plurality of side shelf members, each side shelf member being removably attachable to at least some of said upright support members associated with each of said subassemblies.

[c15]

The display rack as set forth in claim 14 wherein each of said side shelf

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members include at least one bracket member, said at least one bracket member enabling said side shelf members to be mounted to at least some of said upright support members in a cantilever fashion.

[c16] The display rack as set forth in claim 12 wherein one of said subassemblies is adapted to rest upon a supporting floor surface.

[c17] The display rack as set forth in claim 12 wherein one of said subassemblies is a header assembly for carrying advertising indicia thereon.

[c18] A display rack comprising:  
 a base unit having front, rear and opposed side portions and including a plurality of upright support members, said base unit being adaptable to rest upon a supporting floor surface;  
 an upper unit having front, rear and opposed side portions and including a plurality of upright support members, said upper unit being adaptable for cooperative engagement on top of said base unit;  
 a header assembly having a plurality of support members associated therewith, said support members being cooperatively engageable with the upper end portions of at least some of said plurality of upright support members associated with said upper unit, said header assembly including at least one removable panel for displaying advertising indicia thereon;  
 at least one shelf member attachable to said base unit and at least one shelf member attachable to said upper unit, each of said shelf members including a removably attachable product organizer member which cooperates with said shelf member to align and guide products supported by said shelf members;  
 and  
 at least one side shelf member removably attachable to said base unit to said upper unit, said at least one side shelf member being attachable to a side portion of said base unit and said upper unit.

[c19] The display rack as set forth in claim 18 wherein the upper end portions of the plurality of upright support members associated with said base unit include stake members, and wherein the lower end portions of the plurality of upright support members associated with said upper unit include receiving sockets, the

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[c20]

stake members associated with said base unit being cooperatively receivable within the receiving sockets associated with said upper unit.

The display rack as set forth in claim 18 wherein the upper end portions of the plurality of upright support members associated with said base unit include receiving sockets, and wherein the lower end portions of the plurality of upright support members associated with said upper unit include stake members, the stake members associated with said upper unit being cooperatively receivable within the receiving sockets associated with said base unit.

[c21] The display rack as set forth in claim 18 wherein the upper end portions of the plurality of upright support members associated with said upper unit include stake members, and wherein the lower portions of the plurality of upright support members associated with said header assembly include receiving sockets, the stake members associated with said upper member being cooperatively receivable within the receiving sockets of said header assembly.

[c22] The display rack as set forth in claim 18 wherein the upper end portions of the plurality of upright support members associated with said upper unit include receiving sockets, and wherein the lower portions of the plurality of upright support members associated with said header assembly include stake members, the stake members associated with said header assembly being cooperatively receivable within the receiving sockets associated with said upper unit.

[c23] The display rack as set forth in claim 18 wherein said side shelf members are mounted in a cantilever manner with respect to the side portions of said base unit and said upper unit.

[c24] The display rack as set forth in claim 18 wherein said header assembly is substantially rectangular in shape, said header assembly being adaptable to removably receive a display panel on each side of said rectangular configuration.

[c25] The display rack as set forth in claim 18 wherein said base unit includes at least one brace member secured to the rear portion thereof to reduce side-to-side flexing of said display rack when said upper unit and said header assembly are

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attached thereto.

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